

June 3, 2003

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

**Re: Docket No. MB-02-235**

Dear Mr. Chairman:

I am writing to express our support of the proposed merger between Univisión Communications Inc. and Hispanic Broadcasting Corporation (HBC). As a member of the Hispanic community and President and CEO of ASPIRA, the country's largest national Hispanic non-profit organization, I am confident that this merger will create a media organization better poised to serve our community and to compete against America's media conglomerates for the growing Hispanic audience.

The combined efforts of Univisión and HBC should be viewed as a significant opportunity for Hispanics in the media and for the Hispanic community as a whole.

Continued growth of the radio and television businesses of Univisión and HBC will inherently mean enhanced opportunities for Hispanics in the media, an area where we are still sorely underrepresented. More than 80% of the work force of each Univisión and HBC is Hispanic, which we expect will continue to be the case after the proposed merger. Hispanics are employed across the entire field of employment categories at Univisión. Half of the Univisión Board and 65% of operating management are Hispanic. Over 130 Hispanic women hold management positions in the company.

With the merger, new capital will be attracted to Hispanic media, resulting in increased competition and greater management and ownership opportunities for Hispanics. Major investors are increasingly interested in supporting entrepreneurs already engaged or considering entering the Hispanic media business. The merger will surely increase the interest of investors, leading to the development of new Hispanic radio and television stations and networks. Those stations and networks will need Hispanic leadership and talent to thrive, further broadening opportunities for Hispanics in this field.

The growth of Univisión and its policies of training and promoting Hispanics have created a significant base of Hispanics who now have the expertise to own and operate a broadcast station or network. And, as a result of the pioneering work of Univisión and companies like HBC to raise the visibility of Spanish-language media, the Hispanic broadcast talent base now has access to financing sources and advertising sources that would have been unimaginable only a few short years ago.

Regarding the growth of Spanish language media, I would like to make another point. I completely disagree with suggestions that this industry be segregated from other media. Over the past two decades, Spanish language media has grown by competing with English-language media and isolating this industry would be a huge step backward that would eventually eradicate the success already achieved. It is an affront to all Hispanics to suggest that the media serving this community could be considered substandard or different from its general market competitors.

In addition to the reasons set forth above, combining the resources of Univisión and HBC will result in a significant strengthening and growth of media services available to the Hispanic community. By adding radio to Univisión's television offerings, it will only enhance and deepen the relationship the company has with our community. I have personally worked with Univisión and truly appreciate its commitment to the improvement of our community. The many public service announcements broadcast on their air, the support of our outreach efforts on behalf of our community as well as the indispensable information provided on their website are examples of this commitment. It is a commitment driven, surely, by a business interest, but in this case, the business interest and the interest of our community coincide.

In light of the substantial benefits this merger will bring to the Hispanic community, I ask that his proposed transaction receive prompt and favorable consideration.

Sincerely,

(SIGNED)

Ronald Blackburn-Moreno  
President and CEO